

100 impressions
1000 impressions

1 click through
10 click through

1000 impressions 30 USD
10 click-thrus 30 USD
1 click-thrus 3 USD

Method I

	<u>pessimistic</u>	<u>expected</u>	<u>optimistic</u>
Revenues			
customer base	150.000.000	200.000.000	300.000.000
market share	1%	10%	30%
customers	1.500.000	20.000.000	90.000.000
avg. hourly exposure per day	1/6	1/2	1
avg # of ads per hour	2	3	4
cost per click-thru	0,5 USD	2 USD	3 USD
margin	5%	10%	20%
Total revenues per day	12.500 USD	6.000.000 USD	216.000.000 USD
Total revenues per year	4.500.000 USD	2.160.000.000 USD	77.760.000.000 USD

Costs

overall hardware investment	500.000 USD	700.000 USD	1.000.000 USD
overall software investment	200.000 USD	500.000 USD	700.000 USD
total investment	700.000 USD	1.200.000 USD	1.700.000 USD
5 yrs leasing	224.000 USD	384.000 USD	544.000 USD

Total Profit	4.276.000 USD	2.159.616.000 USD	77.759.456.000 USD
ROI	611%	179968%	4574086%

Method II

website base	200.000	1.000.000	5.000.000
market share	5%	10%	30%
members of website network	10.000	100.000	1.500.000
avg. traffic per site (in users)	20.000	30.000	50.000
visit:query ratio	5/100	10/100	20/100
cost per click-thru	0,5 USD	3 USD	3,5 USD
margin	6%	10%	20%
Total revenues per day	300.000 USD	90.000.000 USD	10.500.000.000 USD
Total revenues per year	108.000.000 USD	32.400.000.000 USD	3.780.000.000.000 USD

Costs

overall hardware investment	500.000 USD	700.000 USD	1.000.000 USD
overall software investment	200.000 USD	500.000 USD	700.000 USD
total investment	700.000 USD	1.200.000 USD	1.700.000 USD
5 yrs to amortization	224.000 USD	384.000 USD	544.000 USD

Total Profit	107.776.000 USD	32.399.616.000 USD	3.779.999.456.000 USD
ROI	15397%	2699968%	222352909%

**August 2000 Measurement Period
(01/08/00 through 31/08/00) At Home Panel**

Rank		Top 10 Domains	Unique Visitors 000's
Jul	Aug	Total Digital Media	10,793
1	1	MSN.COM	4,446
2	2	YAHOO.COM	4,103
3	3	FREESERVE.COM	3,608
4	4	MICROSOFT.COM	3,553
5	5	MSN.CO.UK	2,64
6	6	PASSPORT.COM	2,463
7	7	YAHOO.CO.UK	2,288
26	8	BIGBROTHER.TERRA.CO M	1,926
8	9	LYCOS.COM	1,852
15	10	REAL.COM	1,659

**MMXI Europe - Top 10 Global Domains in the UK
August 2000 Measurement Period
(01/08/00 through 31/08/00) At Home Panel**

Rank		Top 10 Global Domains	Unique Visitors 000's
Jul	Aug	Total Digital Media	10,793
1	1	MSN	5,106
2	2	YAHOO	4,743
3	3	FREESERVE	3,608
4	4	MICROSOFT	3,594
5	5	AOL	2,842
6	6	LYCOS	2,577
7	7	PASSPORT	2,463
20	8	BIGBROTHER.TERRA	1,926
8	9	EXCITE	1,743
15	10	REAL.COM	1,659

Top 25 Properties of September 2000

Combined Home & Work

Rank	Property	Unique Audience	Time per Person (hr:min:sec)
1	AOL Websites	64,055	0:40:48
2	Yahoo!	58,132	1:35:20
3	MSN	47,505	1:11:47
4	Microsoft	34,642	0:13:49
5	Lycos Network	33,374	0:19:24
6	Excite@Home	30,335	0:32:26
7	Walt Disney Internet Group	26,767	0:32:36
8	Time Warner	20,578	0:23:00
9	About.com	19,988	0:11:39
10	Amazon	19,226	0:14:56
11	AltaVista	17,064	0:19:23
12	NBC Internet	16,509	0:14:13
13	eBay	15,766	2:10:52

14.	eUniverse Network	14,558	0:15:32
15.	LookSmart	14,413	0:08:03
16.	Ask Jeeves	13,975	0:10:07
17.	CNET Networks	12,795	0:11:16
18.	Real Network	12,741	0:07:15
19.	Macromedia	11,254	0:12:01
20.	American Greetings	10,62	0:10:28
21.	EarthLink	10,518	0:15:59
22.	The Go2Net Network	10,349	0:12:12
23.	AT&T	10,3	0:15:32
24.	GoTo.com	10,025	0:03:52
25.	iVillage	10,017	0:12:49

Top 50 Sites of September 2000			
Sept. Rank	Aug. Rank	Web Site	Sept. Unique Visitors
1	1	yahoo.com	59,169
2	2	aol.com	49,216
3	3	msn.com	43,552
4	4	microsoft.com	34,15
5	6	geocities.com	33,322
6	5	passport.com	32,859
7	7	AOLProprietary.aol	29,82
8	8	lycos.com	23,054
9	9	ebay.com	21,226
10	13	altavista.com	20,073
11	12	amazon.com	19,508
12	11	excite.com	18,871
13	14	netscape.com	18,758
14	10	angelfire.com	18,501
15	9,900	nbci.com	17,592
16	16	ask.com	17,545
17	17	iwon.com	16,924
18	15	tripod.com	15,894
19	19	speedyclick.com	14,326
20	20	go.com	13,932
21	34	mypoints.com	13,809
22	18	about.com	13,681
23	24	looksmart.com	13,17
24	23	americangreetings.com	12,694
25	21	real.com	12,67
26	22	cnet.com	12,615
27	27	bluemountain.com	12,509
28	25	freelotto.com	12,242
29	26	goto.com	11,411
30	31	jobsonline.com	11,107
31	32	zdnet.com	11,001
32	41	iwin.com	10,941
33	35	msnbc.com	10,92
34	37	luckysurf.com	9,971

35	53	espn.com	9,897
36	29	infospace.com	9,869
37	50	mailbits.com	9,736
38	30	homestead.com	9,713
39	64	bizrate.com	9,694
40	40	uproar.com	9,011
41	28	passhison.com	9,009
42	56	weather.com	8,966
43	81	digitalimpact.com	8,883
44	49	coolsavings.com	8,865
45	85	grouplotto.com	8,782
46	39	mapquest.com	8,706
47	42	priceline.com	8,679
48	52	cnn.com	8,533
49	36	webstakes.com	8,527
50	74	imustlotto.com	8,39

Household Internet Penetration			
September and March 2000			
Rank	Region	Penetration Percentage	
		September 2000	March 2000
1.	San Francisco	66	61
2.	Seattle	64	56
3.	San Diego	62	58
4.	Portland	60	54
5.	Washington DC	59	56
6.	Boston	59	52
7.	Denver	57	47
8.	Kansas City	57	NA
9.	Orlando	56	NA
10.	Baltimore	55	NA
11.	Atlanta	54	NA
12.	Salt Lake City	54	NA
13.	Dallas	54	48
14.	Columbus	54	NA
15.	St. Louis	53	NA
16.	Hartford/		
16.	New Haven	53	NA
17.	Sacramento	51	NA
18.	Indianapolis	51	NA
19.	New York	50	41
20.	Los Angeles	50	44
21.	Tampa	50	42
22.	Houston	49	41
23.	Philadelphia	49	40
24.	Nashville	49	NA
25.	Detroit	48	41
26.	Raleigh-Durham	48	NA
27.	Phoenix	47	43
28.	Cincinnati	47	NA
29.	Chicago	46	42
30.	Milwaukee	46	NA
31.	Minneapolis	45	38

32	Pittsburgh	43	NA
33	Cleveland	43	37
34	Miami	43	37
35	Charlotte	42	NA

Top 20 Internet Markets Based on Unique Audience		
February 2000		
Internet Market	Local Unique Audience	Average Time Spent per Person
	0	(hrs:min:sec)
New York	4,341	8:39:30
Los Angeles	3,614	9:09:43
San Francisco	2,199	10:17:44
Chicago	2,082	8:11:23
Boston	1,995	8:00:39
Washington DC	1,85	9:28:58
Philadelphia	1,642	8:55:26
Dallas	1,581	9:46:52
Seattle	1,324	9:11:50
Atlanta	1,314	7:38:28
Detroit	1,131	9:46:18
Houston	1,076	9:54:52
Cleveland	988	9:27:17
Denver	964	10:46:51
Tampa	956	7:12:30
Minneapolis	945	7:23:21
San Diego	894	11:15:52
Phoenix	882	7:40:01
Miami	846	9:49:17
Portland	816	9:13:21

Source: Nielsen//NetRatings

Local Internet Market Rankings vs. DMA Rankings			
Ranked by Internet Penetration			
February 2000			
Market	Ranking Based on Internet Penetration	Ranking Based on Largest Internet Audience	DMA Rank Based on Local Market TV Audience
San Fran-Oakland-San Jose	1	3	5
San Diego	2	17	25
Washington DC	3	6	8
Seattle-Tacoma	4	9	12
Portland, OR	5	20	23
Boston	6	5	6
Dallas-Ft. Worth	7	8	7
Denver	8	14	18
Atlanta	9	10	10
Los Angeles	10	2	2
Phoenix	11	18	17
Chicago	12	4	3
Tampa-St. Pete-Sarasota	13	15	13

New York	14	1	1
Houston	15	12	11
Detroit	16	11	9
Philadelphia	17	7	4
Minneapolis-St. Paul	18	16	14
Miami-Ft. Lauderdale	19	19	16
Cleveland	20	13	15
Source: Nielsen/NetRatings			